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ABSTRACT

A statistical summary of the newspaper industry for 1984 and previous years is presented in this brochure. Focusing primarily on the United States newspaper industry, the brochure also contains some information on Canadian newspapers. The brochure presents statistics in the following categories: (1) number of daily newspapers, (2) daily newspaper circulation, (3) daily newspapers by circulation groups, (4) single copy sales price, (5) daily newspaper advertising volume, (6) newspapers' share of advertising expenditures, (7) percentage of advertising to content, (8) newsprint consumption, (9) newsprint prices, (10) employment, (11) weekly newspaper totals and circulation, (12) the 20 largest U.S. newspapers, (13) the 20 largest newspaper companies, (14) Canadian daily newspapers, (15) Canadian daily newspaper advertising volume, (16) Canadian advertising, and (17) miscellaneous facts. The brochure concludes with information on the American Newspaper Publishers Association (ANPA). (HTH)

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'85

Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

Employment

Advertising

Sunday Newspapers

Daily Newspapers

NEWSPAPERS—THE NATION'S MARKETPLACE FOR INFORMATION AND IDEAS

Newspapers in an open society function as the eyes, ears and voice of the fre people they serve. They provide accurate, timely and useful information to hel their readers plan and conduct their daily lives.

But perhaps more importantly, newspapers offer a marketplace of informa tion and ideas, a marketplace for advertisers, a diversity of opinion, analysis an perspective that allows citizens the means to make informed and responsib decisions.

Newspapers serve as a watchdog to alert their readers to government, bus ness or world activities that threaten their welfare, their rights and their liberties

To carry out this mandate newspapers must remain strong and independen institutions, free to conscientiously publish news, circulate advertising and ex press views without government restraint.

A strong, free press and a strong, free society are inseparable . . . an newspapers always are working to make that imperative work.

In 1984, the newspaper business continued to enjoy a strong, healthy place i our economic environment. The statistics in this booklet highlight the posture o newspapers in 1984—and previous years.

Circulation

Weekly Newspapers

Newsprint Consumption

Canadian Newspapers

United States

☆Newspaper employment increased sharply to a new high of 443,000, an increase of 15,000 in 1984. Over the past two years, newspaper employment increased more than 23,000 according to latest U.S. Department of Labor statistics.

☆Newspaper advertising volume increased by more than 15 percent for the second consecutive year. Newspapers again led all other media with total sales of $23.8 billion—more than $4.7 billion ahead of its nearest competitor, television.

☆Sunday newspapers continued their climb to new highs of 783 papers and 57.5 million in circulation—a net increase of 11 newspapers and more than 700,000 circulation.

☆Numbers of daily newspapers decreased to 1,688 but circulation rose to 63.3 million, an increase of almost 700,000.

Canada

☆Canadian daily newspapers numbered 113 with 26 morning and 90 evening newspapers, including three "all day" editions. Total daily circulation approached 5.6 million.

☆Canadian newspapers increased their advertising revenues by more than $140 million to a total of $1.4 billion—some $490 million more than their nearest competitor, television.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1984

Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983[2]	446	1,284	1,701	772
1984[3]	458	1,257	1,688	783

[1]*There were 27 "all-day" newspapers in 1984. They are listed in both morning and evening columns but only once in the total.*

[2]*Revised figures*

[3]*Preliminary figures*

Source: Editor & Publisher

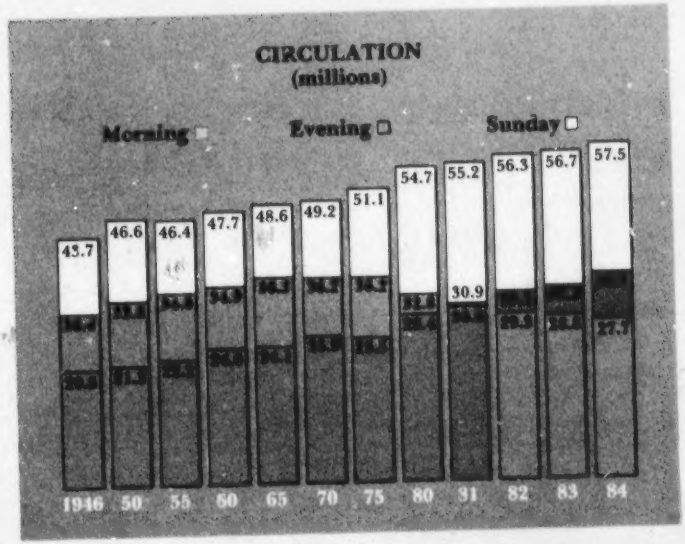
Daily Newspaper Circulation

U.S. Morning, Evening and Sunday Circulation 1946-1984

Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	36,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982	33,174,087	29,313,090	62,487,177	56,260,764
1983[1]	33,842,142	28,802,461	62,644,603	56,747,436
1984[2]	35,682,998	27,657,338	63,340,336	57,511,975

[1] *Revised figures*
[2] *Preliminary figures*

Source: Editor & Publisher



Daily Newspapers by Circulation Groups

Growth (U.S.)
1946-1984

	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
Year	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1981	1,730	1,473	138	88	31	257	14.9
1982	1,711	1,455	141	83	32	256	15.0
1983[1]	1,701	1,444	141	79	37	257	15.1
1984	(Not Available)						

[1] *Revised figures*
[2] *Preliminary figures*

Source: ANPA, Editor & Publisher

Single Copy Sales Price

U.S. Daily and Sunday Newspapers[1] 1965-1984

[1]These tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend. Newspapers selling for odd cents have been omitted, as have specialized newspapers.

DAILY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢
1965	456	892	3	2	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—
1930	—	41	497	644	555	9	7	1	—
1981	—	30	290	437	960	17	15	1	—
1982	—	14	143	272	1,227	29	16	3	—
1983	—	10	91	183	1,306	80	24	3	—
1984	—	6	61	111	1,316	109	75	2	2

SUNDAY

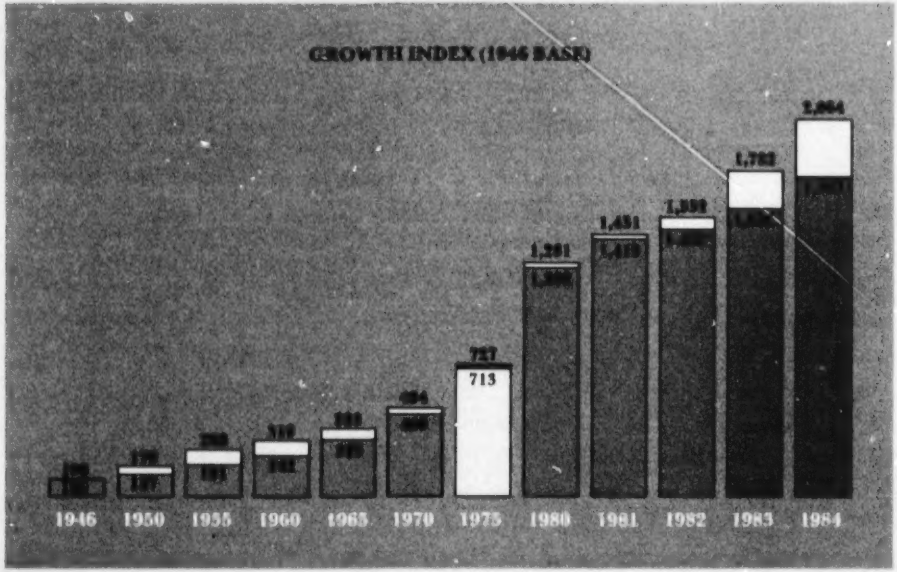
Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00
1965	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1970	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—
1975	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—
1980	—	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1
1981	—	—	33	16	77	24	88	21	3	313	4	22	2	—	117	—	3	—	—	5
1982	—	—	21	17	77	14	61	17	1	326	1	23	6	1	160	1	5	2	1	15
1983	—	—	5	12	88	8	44	15	3	309	1	26	5	1	170	1	6	3	—	60
1984	—	—	3	8	83	6	31	6	0	301	1	19	2	1	219	3	8	2	—	82

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1984

- Newspaper Advertising Volume
- Gross National Product



Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product[1] (billions)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 208.5	100.0
1950	518	1,552	2,070	179.2	284.8	136.6
1955	712	2,365	3,077	266.4	398.0	190.9
1960	778	2,903	3,681	318.7	503.7	241.6
1965	784	3,642	4,426	383.2	684.9	328.5
1970	891	4,813	5,704	493.9	977.1	468.6
1975	1,109	7,125	8,234	712.9	1,516.3	727.2
1980	1,963	12,831	14,794	1,280.8	2,631.7	1,262.2
1981	2,259	14,269	16,598	1,430.9	2,957.8	1,418.6
1982	2,452	15,242	17,694	1,531.9	3,069.3	1,472.1
1983[1]	2,734	17,848	20,582	1,782.0	3,304.8	1,585.0
1984[2]	3,005	20,830	23,835	2,063.6	3,664.2	1,757.4

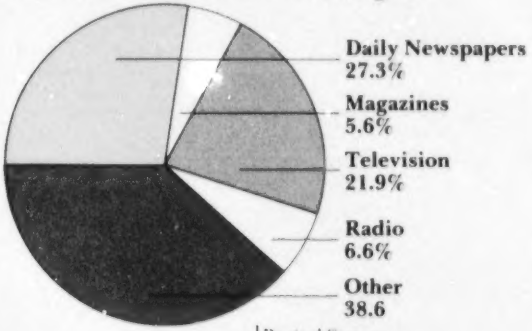
[1] *Revised figures*

[2] *Preliminary estimates*

Source: U.S. Department of Commerce, McCann-Erickson Inc.

Newspapers' Share of Advertising Expenditures

1983 and 1984 Sales and Percentages



[1]*Revised figures*
[2]*Preliminary estimates*
Source: McCann-Erickson Inc.

		1983[1] (millions)	% of Total	1984[2] (millions)	% of Total	% of Change
Daily Newspapers	Total	$20,582	27.1	$23,835	27.3	+15.8
	National	2,734	3.6	3,005	3.4	+ 9.9
	Local	17,848	23.5	20,830	23.8	+16.7
Magazines		4,233	5.6	4,910	5.6	+15.9
Television	Total	16,136	21.3	19,180	21.9	+18.9
	Network	7,017	9.3	8,420	9.6	+20.0
	Spot	4,796	6.3	5,760	6.6	+20.1
	Local	4,323	5.7	5,000	5.7	+15.7
Radio	Total	5,210	6.9	5,770	6.6	+10.7
	Network	296	0.4	320	0.4	+ 8.1
	Spot	1,038	1.4	1,185	1.2	+14.2
	Local	3,876	5.1	4,265	4.9	+10.0
Farm Publications		163	0.2	175	0.2	+ 7.4
Direct Mail		11,795	15.6	13,445	15.4	+14.0
Business Publications		1,990	2.6	2,270	2.6	+14.1
Outdoor	Total	794	1.1	N/A	N/A	N/A
	National	512	0.7	N/A	N/A	N/A
	Local	282	0.4	N/A	N/A	N/A
Miscellaneous	Total	14,947	19.6	17,835	20.4	+19.3
	National	7,951	10.5	9,420	10.8	+18.5
	Local	6,996	9.1	8,415	9.6	+20.3
Grand Total National		42,525	56.1	48,910	55.9	+15.0
Grand Total Local		33,325	43.9	38,510	44.1	+15.6
TOTAL—ALL MEDIA		$75,850	100.0	$87,420	100.0	+15.3

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Advertising Content

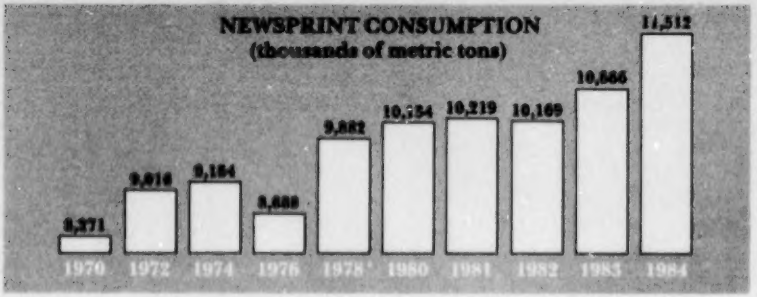
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1946-1984

Year	Morning	Evening	Sunday	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.2	63.0	65.7	63.7
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983	60.4	60.6	68.0	62.5
1984		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption to National Economic Growth 1970-1984



Year	Newsprint Consumption[1]	Growth Index	Real GNP[2]	Growth Index[2]
1970	8,271	100.0	1,085.6	100.0
1972	9,016	109.0	1,185.9	109.2
1974	9,164	110.8	1,248.0	115.0
1976	8,688	105.0	1,300.4	119.8
1978	9,882	119.5	1,436.9	132.4
1980	10,134	122.5	1,475.0	135.9
1981	10,219	123.6	1,512.2	139.3
1982	10,169	122.9	1,480.0	136.3
1983[2]	10,666	129.0	1,534.7	141.4
1984	11,512	139.2	1,639.9	151.1

[1] *30-pound basis weight*

[2] *Revised figures*

Source: ANPA, U.S. Department of Commerce

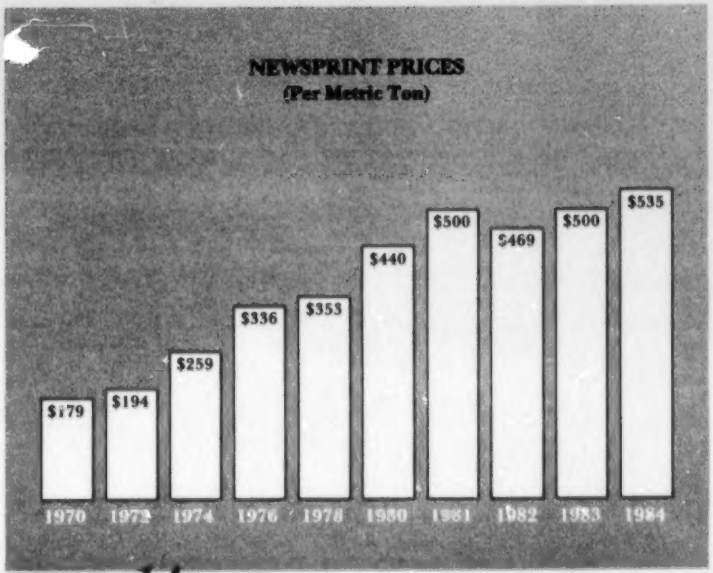
Newsprint Prices

General Newsprint Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1984

Year	Price	Year	Price
1970	$179	1978	$353
1971	188	1979	413
1972	194	1980	440
1973	235	1981	500
1974	259	1982	469
1975	287	1983	500
1976	336	1984	535
1977	336		

[1]Prices cited in effect at end of year, converted to 30-pound basis weight

Source: ANPA



Employment

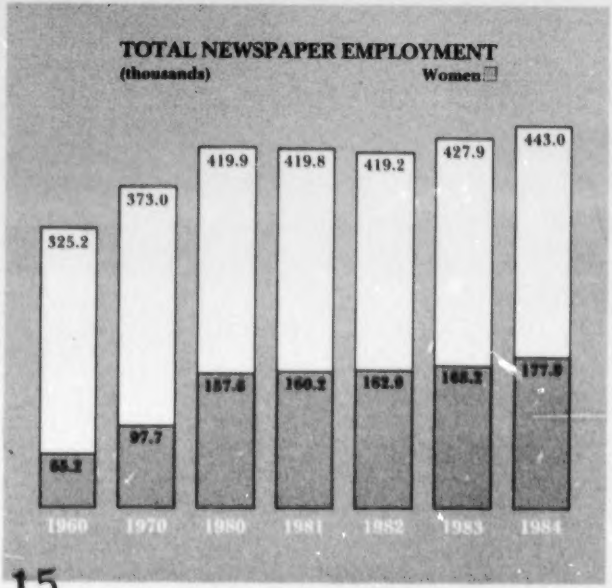
Comparison of Newspaper Employment to Total U.S. Employment 1947-1984

Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1981	419.8	259.6	160.2	168.9	100,397	176.0
1982[1]	419.2	256.3	162.9	168.7	99,526	174.5
1983[1]	427.9	259.7	168.2	172.2	100,834	176.8
1984[2]	443.0	265.1	177.9	178.3	105,005	184.1

[1] *Revised figures*

[2] *Preliminary estimates*

Source: U.S. Department of Labor, Bureau of Labor Statistics



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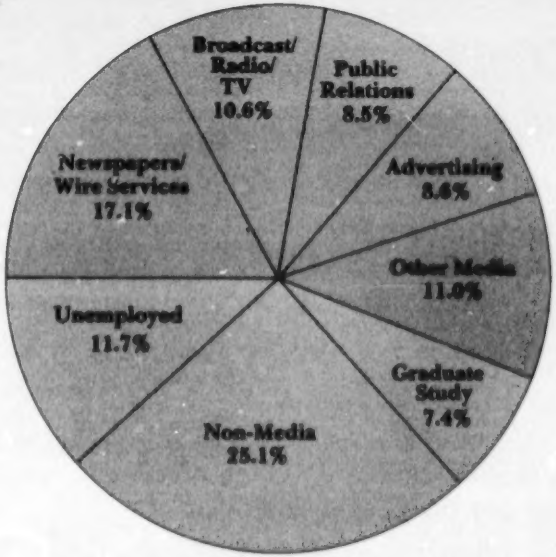
Employment

Journalism School Graduates
Where they went to work 1983-1984

	1983		1984	
	Graduates	% of Total	Graduates	% of Total
Newspapers/Wire Services	2,580	14.6	2,945	17.1
Broadcast/Radio/TV	2,138	12.1	1,825	10.6
Public Relations	1,281	7.2	1,464	8.5
Advertising	1,193	6.7	1,481	8.6
Magazines	336	1.9	482	2.8
Other Media	1,324	7.5	1,412	8.2
TOTAL—MEDIA HIRE	8,852	50.1	9,609	55.8
Graduate Study	1,149	6.5	1,274	7.4
Non-Media	5,301	30.0	4,322	25.1
Unemployed	2,368	13.4	2,016	11.7
TOTAL GRADUATES	17,670	100.0	17,221	100.0

Source: The Dow Jones Newspaper Fund Inc.



Weekly Newspapers

U.S. Weekly Newspapers and Circulation 1960-1985

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465
1985[1]	7,704	6,359	48,988,801

[1] *Includes paid and free circulation newspapers*
Source: National Newspaper Association

U.S. Daily Newspaper Circulation— 1984's 20 Largest[1]

	Daily Circulation
The Wall Street Journal	1,959,873 (m)
New York Daily News	1,346,840 (m)
USA Today	1,162,668 (m)
Los Angeles Times	1,046,965 (m)
The New York Times	934,530 (m)
New York Post	930,026 (all day)
Chicago Tribune	776,348 (all day)
The Washington Post	728,857 (m)
The Detroit News	656,367 (all day)
Chicago Sun-Times	649,891 (m)
Detroit Free Press	647,130 (m)
Newsday	539,065 (e)
San Francisco Chronicle	535,796 (m)
The Philadelphia Inquirer	525,569 (m)
The Boston Globe	520,081 (all day)
The Cleveland Plain Dealer	482,564 (m)
Houston Chronicle	441,557 (all day)
The Newark Star-Ledger	434,117 (m)
The Miami Herald	419,631 (m)
Minneapolis Star and Tribune	373,145 (m)

[1]*ABC FAS-FAX figures as of Sept. 30, 1984*
Source: Audit Bureau of Circulations

U.S. Newspaper Companies— 1984's 20 Largest

Ranked by Daily Circulation

	Daily Circulation[1]	Number of Dailies	Sunday Circulation[1]	Number of Sunday Editions
Gannett Co. Inc.	4,829,182	86	3,920,649	58
Knight-Ridder Newspapers Inc.	3,690,370	28	4,428,402	22
Newhouse Newspapers	2,942,867	26	3,598,197	21
Tribune Co.	2,765,276	8	3,628,558	7
Times Mirror Co.	2,574,528	8	3,217,360	8
Dow Jones & Company Inc.	2,517,441	23	394,498	10
News America Publishing Inc.	2,093,382	4	1,174,480	3
The New York Times Co.	1,515,819	24	2,076,392	13
Scripps Howard	1,414,329	14	1,594,049	7
Thomson Newspapers Inc. (U.S.)	1,386,923	88	883,629	41
Cox Enterprises Inc.	1,235,572	19	1,448,790	15
Hearst Newspapers	1,003,096	17	2,072,616	11
Capital Cities Communications Inc.	964,992	9	838,587	5
Freedom Newspapers Inc.	880,042	29	830,545	19
Central Newspapers Inc.	816,767	7	877,014	4
The Washington Post Co.	783,967	2	1,089,084	2
Evening News Association	712,862	5	865,717	1
The Copley Press Inc.	711,794	11	669,768	6
Donrey Media Group	635,436	51	629,936	45
Chronicle Publishing Co.	588,666	2	755,242	2

[1] *Average for six months ended Sept. 30, 1984*

Source: Morton Research, Lynch, Jones & Ryan

Canadian Daily Newspapers

Total Number and Circulation 1946-1984

In 1984, 113 daily newspapers were published in Canada with total circulation of 5,557,932.

Daily newspapers continued to lead all other media in advertising revenues. Preliminary estimates indicate that total advertising revenues reached $5.6 billion in Canada in 1984, of which daily newspapers received $1.4 billion. This represents 25 percent of the total, far ahead of the 17.8 percent share of newspapers' nearest competitor, television.

[1] *There were three "all-day" newspapers in 1984. They are listed in both morning and evening columns but only once in the total.*

Source: Audit Bureau of Circulations,
Canadian Advertising Rates and Data,
Canadian Daily Newspaper Publishers Association

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1965	16	87	103	4,311,368
1970	20	92	112	4,756,962
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381
1984	26	90	113	5,557,932

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1984

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product (millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439	$184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	297,556	693.2
1981	249,102	622,246	291,090	1,162,438	631.6	339,797	791.6
1982[1]	222,504	659,533	267,687	1,149,724	624.7	358,302	834.7
1983[1]	232,000	735,000	290,000	1,257,000	683.0	390,340	909.3
1984[2]	270,000	810,000	320,000	1,400,000	760.6	417,664	972.9

[1] *Revised figures*

[2] *Preliminary figures*

Source: Statistics Canada Actuals 1962-1982, MacLean-Hunter Research Bureau 1983-1984, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1983 and 1984

		1983[1] (thousands)	% of Total	1984[2] (thousands)	% of Total
Daily Newspapers	Total	$1,257,000	25.1	$1,400,000	25.0
	National	232,000	4.6	270,000	4.8
	Local	735,000	14.7	810,000	14.5
	Classified	290,000	5.8	320,000	5.7
Television	Total	863,767	17.2	995,000	17.8
	National	678,460	13.5	795,000	13.4
	Local	185,307	3.7	200,000	3.6
Radio	Total	479,946	9.6	530,000	9.5
	National	127,516	2.5	140,000	2.5
	Local	352,430	7.1	390,000	7.0
Weeklies, semi, tri, etc. (including controlled distribution)	Total	265,000	5.3	295,000	5.3
	National	22,000	0.4	24,000	0.4
	Local	243,000	4.8	271,000	4.8
Weekend Supplements		35,000	0.7	33,000	0.6
Magazines, General		228,000	4.6	255,000	4.6
Business Papers		142,000	2.8	168,000	3.0
Farm Papers		23,000	0.5	25,000	0.4
Directories, Phone, City		320,000	6.4	350,000	6.3
Religious, School & Other		10,000	0.2	11,000	0.2
Other Print	Total	1,076,814	21.5	1,203,000	21.5
Outdoor	Total	310,000	6.2	335,000	6.0
TOTAL ALL MEDIA		$5,010,527	100.0	$5,600,000	100.0

[1] *Revised figures*

[2] *Preliminary estimates*

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

More Facts . . .

☆Newspapers are read in 75 percent of all U.S. households. Two out of three American adults read a newspaper every day and nine out of ten adults read at least one newspaper every week.

☆Each of the 63 million U.S. daily newspapers circulated every day is read by an average of 2.2 persons.

☆Newspapers are read by 80 percent of men and 75 percent of women living in households with annual incomes of $35,000 or more.

☆U.S. newspapers continue to lead all other advertising mediums in the United States. Newspapers share of total advertising expenditures is 27 percent.

☆Newspaper employment increased in 1984 by 15,000 to a new high of 443,000. Women accounted for almost two-thirds of the 1984 increase and now represent more than 40 percent of the total workforce.

☆More than 55 percent of the 17,200 journalism school graduates found media-related jobs within four months of graduation in 1984. Daily newspapers, weeklies and wire services again hired the highest percentage of graduates.

☆In 1984, 54 percent of minority journalism graduates found media jobs.

☆Almost 65 percent of the 1984 women journalism graduates were employed in media work.

☆Six hundred U.S. daily newspapers, representing 76.5 percent of total U.S. daily circulation, conduct Newspaper In Education programs.

☆The average number of news and editorial pages printed in daily newspapers has increased 34 percent over the past six years. The average Sunday edition increased news and editorial space by 40 percent.

☆Three out of four radio stations list local newspapers as a major source for news. Less than 30 percent list television as a news source.

☆The average single copy street sale price of a daily newspaper in the United States remained at 25 cents.

☆Seventy-eight percent of U.S. daily newspapers sell for 25 cents. Fifty-six percent of U.S. Sunday newspapers still sell for 50 cents or less.

☆The average single copy price of a Sunday newspaper in the United States in 1984 was 54 cents.

☆In 1984, U.S. newspaper advertising volume gained 15.8 percent to a new high of $23.8 billion, more than $4.7 billion greater than its nearest competitor, television.

☆Advertising expenditures for 1985 are expected to increase about nine percent to a total of nearly $26 billion.

☆Classified advertising increased 24.5 percent in 1984, which represents 31.5 percent of total newspaper advertising sales.

☆Canadian daily newspapers are read by 65 percent of all Canadian adults every day. Nine out of ten adults read a daily newspaper every week.

☆Canadian newspaper advertising also topped all other advertising mediums with a 25 percent share of total advertising sales. They lead their nearest competitor, television, by more than $400 million.

☆In March 1984, more than 400 U.S. newspapers participated in "Newspaper In Education Week" activities involving 9,000 schools and more than 1.5 million students.

☆In 1984, Canada provided about 57 percent of the newsprint used in the United States. U.S. mills provided 41.5 percent, and less than 2 percent came from overseas.

☆Newsprint prices increased to $535 per metric ton in 1984, a seven percent increase over the 1983 price of $500 per metric ton.

☆Daily newspapers are published in 1,534 cities in the United States. One hundred forty-two cities have two or more newspapers.

☆A typical metropolitan daily newspaper averages 72 pages. Sunday editions average 265 pages including inserts.

☆Over the past five years, newspaper stocks recorded an increase of 115 percent while the Standard and Poor 500 index averaged only an 80 percent increase.

☆Twelve U.S. daily newspapers converted from PM to AM publication in 1984. Ten newspapers added a Sunday edition.

☆The number of U.S. newspaper groups decreased from 160 to 155 in 1984. The number of newspapers owned by groups remained the same at 1,169, representing 68 percent of total U.S. daily newspapers and 78 percent of daily circulation.

☆The number of correspondents and editors in Washington, D.C. is 3,692, the largest concentration of journalists in the world.

About ANPA . . .

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA is a trade association of 1,375 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere. ANPA-member newspapers account for more than 90 percent of U.S. daily circulation, and 85 percent of the daily circulation in Canada.

ANPA Membership by Circulation
(As of April 1, 1985)

Circulation group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	142	10.33
5,001-10,000	226	16.44
10,001-15,000	201	14.62
15,001-25,000	237	17.24
25,001-50,000	267	19.42
50,001-100,000	156	11.34
100,001-250,000	99	7.20
250,001-500,000	27	1.96
500,001-1,000,000	15	1.09
Over 1,000,000	5	0.36
	1,375	100.00

ANPA serves newspapers to advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people by working to:

- enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- represent the newspaper business in dealings with the government, the courts and others
- assist newspapers in enhancing their operating effectiveness
- widely disseminate information to and about the newspaper business
- strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business.

ANPA was founded in 1887 at Rochester, N.Y. with charter members from 12 states in the East and Midwest. An office was established in New York City where ANPA maintained headquarters until it moved to The Newspaper Center in Reston, Va., near Washington, D.C., in 1972.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. Located at The Newspaper Center in Reston are offices of:

- ANPA
- ANPA Foundation
- ANPA Credit Bureau Inc.
- American Society of Newspaper Editors
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives
- International Newspaper Financial Executives
- International Newspaper Promotion Association
- Newspaper Association Managers Inc.
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)
- Society of Newspaper Design
- World Press Freedom Committee

ANPA is a member of the International Federation of Newspaper Publishers (FIFJ), the World Press Freedom Committee and the International Press Telecommunications Council.

ANPA serves the varied needs of its member newspapers through a number of departments.

Government Affairs—monitors and reports on government matters including free press, business, tax, postal and international matters; represents the interests of the newspaper business with all branches of government at all levels, both domestic and international.

Legal— represents the interests of newspapers before the courts and the regulatory agencies of government; provides member newspapers with information on legal matters affecting newspaper operations.

Membership— maintains close contact with member newspapers assuring that various ANPA services are channeled to executives according to each member's needs; develops cost effective programs to encourage membership including ANPASURE® custom insurance program and discount agreements for rental or lease of motor vehicles.

Human Resources— assists member newspapers in formulating labor policy, contract negotiations strategy, arbitration preparation, union management, Title VII (EEOC, etc.), and wage and hour matters; conducts seminar and conference programs on labor and personnel relations for all management levels; on-site consultations are available upon request.

Technical Services— provides in-plant consultation and evaluation in all areas of newspaper technical operations; develops and conducts "hands-on" training programs in existing and new technology; manages and conducts the annual ANPA Operations Management Conference and Exposition; develops and distributes the Ad-Pro® and AD-LITHO® R.O.P. Newspaper Color Ink Books; gathers and disseminates technical information through presstime and other Association publications.

Technical Research— initiates design, development and construction of prototype equipment or systems; evaluates new ideas, equipment and designs; provides technical expertise, testing and advice in environmental areas; develops computer software and hardware prototype for newspapers; develops raw material improvements such as ink, newsprint, etc.; develops testing procedures, production aids and trouble-shooting guides.

Presstime— monthly journal of ANPA, covering all aspects of the newspaper business, including news-editorial, news research, readership, circulation, advertising, marketing-promotion, employee relations, training, newsprint, technology and telecommunications; reports on governmental, postal, international and educational matters; includes in-depth analyses of current issues and trends in the newspaper business; keeps member newspapers abreast of the activities of the Association.

ANPA sponsors two major meetings annually for its members:

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of

Industry and Public Affairs—monitors readership and circulation matters; coordinates ANPA liaison with other newspaper business associations; performs publications policy review and edits all publications; handles press and public relations for the Association; responds to inquiries of member newspapers, the press and the public.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas; maintains information on newspaper training programs; sponsors an annual conference for newspaper trainers.

Newsprint and Transportation—assists member newspapers with transportation details of shipments; advises on all aspects of newsprint on-track unloading and off-track delivery; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply; coordinates the ANPA/ICMA Safe Driving Campaign.

Telecommunications Affairs—tracks new technology developments, analyzes telecommunications industry trends and identifies new business opportunities; sponsors seminars, conducts research, and provides information on such topics as cable-TV, videotex, teletext, low-power TV and other telecommunications activities.

ANPA Foundation —a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its Newspaper in Education program; to strengthen public understanding of a free press; to advance professionalism of the press.

Library—a major information resource on matters relating to newspapers.

- **The Annual ANPA Operations Management Conference and Exposition** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

1985—New Orleans, June 8-12
1986—Atlanta, June 21 -25
1987—Las Vegas, June 6-10
1988—Atlanta, June 11 -15

ANPA

TO ADVANCE THE CAUSE OF A FREE PRESS

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